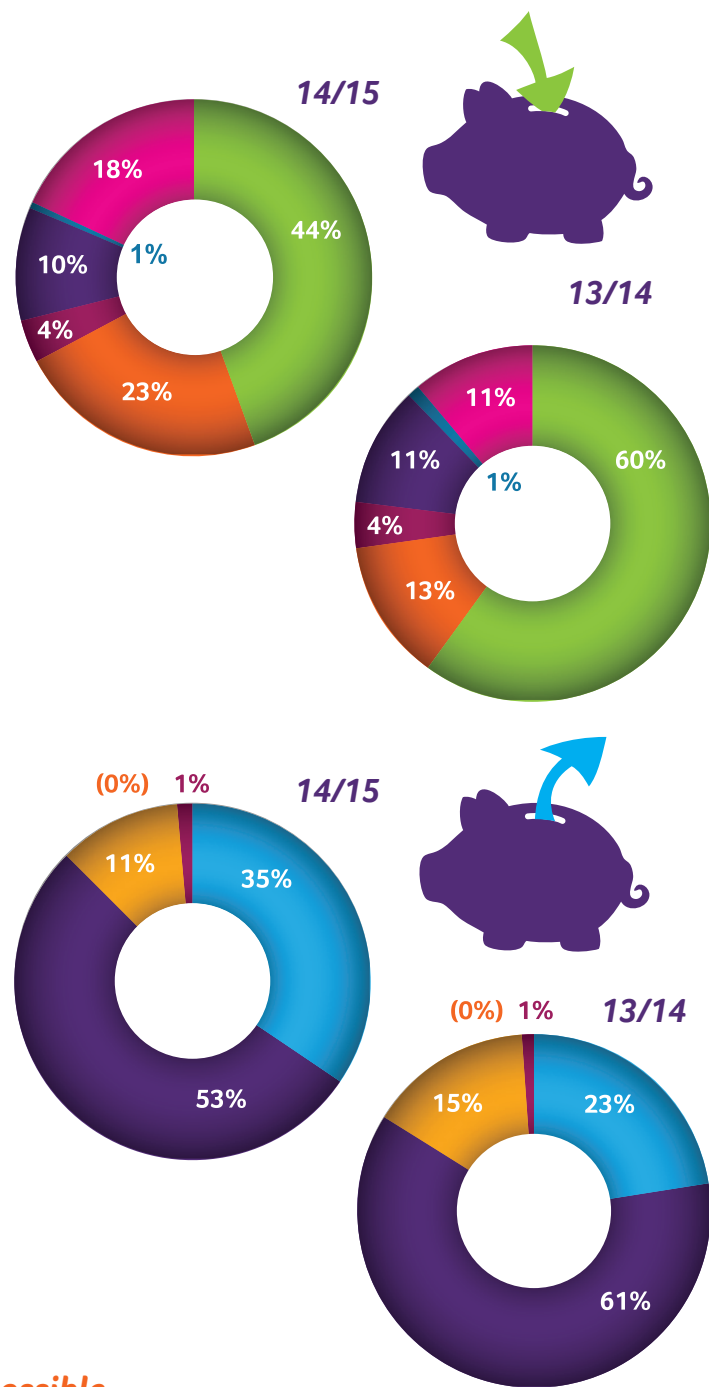


# Income & Expenditure

Income (£'000)	2014/15	2013/14
Voluntary income - general fundraising	1,458	1,923
Grant funding for fieldwork & service delivery	750	430
Grant funding for policy & campaigning	128	132
Profit from trading operations	332	367
Investment income	18	16
Other income	587	361
<b>Total</b>	<b>3,273</b>	<b>3,229</b>



Expenditure (£'000)	2014/15	2013/14
Fundraising costs	1,332 *	664
Fieldwork & service delivery	2,056	1,776
Policy & campaigning	431	430
Development Costs	0	0
Governance	45	15
<b>Total</b>	<b>3,864</b>	<b>2,885</b>

**(Deficit) / Surplus**                      **(591)**                      **344**

\* 2014/15 includes provision of 538 against retail business.

## Our donors and supporters – who make it all possible

Without donations and legacies, which make up a substantial proportion of the Charity’s income, we would be unable to carry out our work aimed at helping older people across Scotland.

## Corporate Support

Corporate donations over £1,000 were gratefully received from:  
 Caesar & Howie, BDO, British Polythene Industries, Damart, David Urquhart Travel, Ethcom, John Lewis, Maxim Power Tools, McCarthy and Stone, Peak Scientific, Rohan and Specsavers

## Trusts and Foundations

The following trusts donated £2000 and upwards:  
 Robertson Trusts, Lloyds TSB Foundation for Scotland, The J & JR Wilson Trust, The Mrs S B Woods Charitable Trust, The Heather Hoy Charitable Trust, The Rev W N Monteith Charitable Trust, The Hugh Fraser Foundation, The Row Fogo Charitable Trust and The Westwood Charitable Trust.

Age Scotland, part of the Age Network, is an independent charity dedicated to improving the later lives of everyone on the ageing journey, within a charitable company limited by guarantee and registered in Scotland. Registration number 153343 Charity Number SC010100 Registered Office: Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.

# AGE SCOTLAND ANNUAL REVIEW 2014 / 15

Our helpline team answered  
**17,852**  
 CALLS



**60%**  
 FROM LAST YEAR!

**90%** of  
 Advantage  
 magazine  
 readers  
 would **recommend** it to a friend





**80,000** copies  
 of our annual 'Hot Tips'  
**calendar**  
 went to older people across Scotland

Grants to  
**159 organisations** £  
 benefitted over 14,000 older people

## Foreword


The previous year has been a hard act to follow but with the support of our superb staff, volunteers, supporters, partners and trustees, 2014/15 was a year where we consolidated our position as the voice for Scotland’s older people.

The growth of Silver Line Scotland as the one stop shop for advice for older people built on our opportunities to support and enable people across the country. Through our Community Development team, national conference in Perth, campaigns that engaged thousands and an online presence reaching hundreds of thousands, we used every opportunity to best represent older people.

We can’t do any of this work without our strong local networks and over 1000 member groups. There are now more ways to be a part of Age Scotland and to be connected to the 250,000 that we represent. This is a great figure but we won’t stop until every older person in Scotland knows about the help and support we can give to them.

We know the difference we can make to the lives of older people. Our focus on loneliness and isolation has resonated throughout the country with many people finding it shocking that 80,000 older people feel alone either some or all of the time. As we begin to better understand the health implications of loneliness, now more than ever, our work can be transformative in helping older people love later life.

Thank you for your support,



Paul Adams  
 Chair, Age Scotland

## At the heart of communities

During 2014/15 the Charity's membership continues to grow to include more than 1320 groups and individual members. With over 1000 member groups across Scotland, we reach up to 250,000 with our information, campaigns and community development teams.

Our team of Community Development Officers delivered Regional assemblies, involving representatives of member groups and other local contacts, along with numerous networking events, focus groups and visits, all aimed at building the capacity within our communities to inspire, enable and support our ageing population. Across Scotland, the Community Development team has been at the forefront of supporting and enabling important initiatives like Men's Shed's movement and Walking Football.

Age Scotland provided grants to more than 159 member groups totalling £141,000. These grants benefited over 14,000 older people across the country, supporting activities and projects ranging from dance workshops and transport provision, to trips and IT equipment.

We also developed our community offering with the development of our Regional Ambassadors with four being appointed by the Board. Each Ambassador has a specific geographical area of responsibility and work closely with member groups in their areas.

## The helpline for Scotland's older people

Our helpline Silver Line Scotland, strengthened its position as Scotland's helpline for older people as it celebrated its 1st birthday. Working in partnership with The Silver Line we deliver one freephone, national helpline providing information, friendship and advice to older people all day, every day on **0800 4 70 80 90**.

The partnership enabled us to significantly expand our team of advisers and, vitally, it means we can now deal with calls which are not only for information and advice, but also those individuals who just need a chat - the importance of which cannot be overstated as our own research has found that more than 80,000 older people in Scotland always or often feel lonely.

During the year 2014/15, Age Scotland's telephone advisers dealt with 17,852 calls, a 60% increase on the previous year. The highest number of information and advice enquiries being about social care, benefits and housing issues.

## Spreading news and information

Our communications channels have continued to grow. Via 80,000 copies of our annual 'Hot Tips' calendar and more than 20,000 copies of Advantage magazine we spread information and news across Scotland. Our social media presence has strengthened, with more followers across our Facebook, Twitter and YouTube channels, and increased traffic to our website with visits up by 407%.

Age Scotland produces Scotland-specific information factsheets and works with our partner charity, Age UK to ensure its leaflets are suitable for use in Scotland. In 2014/15 we created new information resources on issues including eating well, housing options and staying active. We have also updated and republished one of our most popular guides, the Age Maze.

## Championing older people's issues

From September 2014 to March 2015, we ran a successful Power of Attorney campaign which delivered 75 presentations to over 1100 people and saw the number of monthly applications for Power of Attorney rise by over 70%.

In July and August, we held six consultation events around Scotland on the National Care Standards, as well as our work asking the opinions of nearly 1200 older people in the Have Your Say engagement project.

In November 2014, we held our first national conference at Perth Concert Hall which attracted more than 300 members, partners and staff and very high calibre speakers to debate the topic of wellbeing in later life.

## Celebrating later life

The Age Scotland awards at the Scottish Parliament was a great celebration of those who are working to make life better for older people. Amongst the 2014 winners were an 82-year-old volunteer who dedicates countless hours each week helping others, a group tackling isolation in minority older people by providing help in native languages and a group campaigning for better community transport to help older people access healthcare services.

Luminate, Scotland's creative ageing festival, which we support, took place for the third time throughout October 2014, featuring hundreds of events the length and breadth of the country.

## Developing income streams to further our charitable work

Age Scotland Enterprises, the social enterprise owned jointly by Age Scotland and Age UK, continued to arrange high-quality insurance specifically tailored to suit older people. Age Scotland Enterprises ensures that older age does not negatively impact people's abilities to find insurance and financial products which meet their needs.

We have invested in our fundraising efforts with the creation of a new post, a Community Fundraiser and also expanded our fundraising events with our first ever Age Scotland gala dinner, The Silver Shindig.

## Looking ahead

Exciting plans are already underway for 2015/16. We are expanding our work to support older men thanks to funding to employ Men's Sheds Development Officers and an associated grants fund. We will also be working in partnership with a number of organisations to deliver the first ever Walking Football Festival.

New information and advice projects will focus on topics including care home information, guide to benefits, and we will be aiming to recruit 20 new

information and advice volunteers. We are also seeking funding for a project to raise awareness of Early Stage Dementia.

We will develop our Planning for Later Life courses and will launch the new initiative to better support the offering available to older people planning for retirement.

Via a number of routes, our Policy and Communications team will be engaging with a broader range of older people than ever before to ensure our policy and campaigning priorities are informed and shaped by what people want.

To support all our work we will be consolidating our current income streams while expanding our fundraising activity in the community, and we will work closely with corporate and funding partners to explore new funding opportunities.

*"...an excellent magazine full of really useful advice and help for older people"*

Advantage magazine reader

*"Nice to go out socially and see places of interest. Makes you feel good."*

A Member group told us how an Age Scotland Grant helped them

*"The information you have given me has lifted my spirits, you are a life line."*

a Silver Line Scotland caller

## Thank you

We would like to thank our staff, supporters, volunteers, partners and trustees. It is you who make it possible for us to work towards our vision of a Scotland where everyone can love later life.